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CONSUMER TIME

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Produced by Consumers' Counsel Division of the Department of Agriculture, and presented in cooperation with Defense and Non-Defense Agencies of the United States Government working for consumers.

oooOooo

1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER -

5. KEN: That's your money paying for a home.

6. SOUND: CASH REGISTER

7. NANCY: That's your money buying clothes and the thousands of other things you need.

8. KEN: That's you . . paying for these things . . money out of your pockets.

9. SOUND: CASH REGISTER - CLOSE DRAWER

10. MILES: What are meat specialties?

11. FATHER: What is this new treatment for ivy poisoning?

12. ANNOUNCER: CONSUMER TIME today brings you the answers to these questions. This program is produced by your Consumers' Counsel in the Department of Agriculture, in cooperation with Defense and Non-Defense agencies of the United States Government working for consumers.

And here is your Consumers' Counsel, Donald Montgomery.

13. MONTGOMERY: Thank you, , and hello everyone. We have lots of consumer information for you today, and Mrs. Harry Miles, mother of our consumer family, is going to ask the questions you would ask if you were here.

14. MILES: I have the questions all right, Mr. Montgomery.

15. MONTGOMERY: And I have the people to give you the answers, Mrs. Miles . . my two consumer reporters . . Nancy and Ken.

16. MILES: Fine. And where do we start today?

17. KEN: How about that new treatment for ivy poisoning?

18. MILES: Excellent. I was so happy to learn about that poison ivy prevention cream you told us about a couple of weeks ago. My husband, Harry, was saying just the other night . .

(PAUSE)

19. HARRY: (FADING ON) . .. and that's the first time I ever was able to go out in the garden without getting a whole mess of ivy poisoning.

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20. MILES: I'm glad it worked, Harry.

21. HARRY: Yes sir . . that itchy stuff used to drive me crazy.

21-A MILES: It's wonderful what they're finding out these days . .

22. HARRY: Honey, I wonder if those doctors in the Public Health Service down there in Washington have discovered anything new about treating this ivy poisoning . . that would be pretty wonderful, too.

(PAUSE)

24. MILES: So you see, Ken, it seems like we just wish for something and here you come along with the right answer.

25. KEN: Yup, Mrs. Miles, with the facts from these same doctors in the United States Public Health Service.

26. MILES: You mean the ones that worked out that cream to prevent ivy poisoning?

27. KEN: Yes.

28. MILES: What is this new treatment, Ken?

29. KEN: One of the nice things about it is that it's very easy.

30. MILES: That's good.

31. KEN: You know, one of the ways they treat burns . . second degree burns, that is . .

32. MILES: What is a second degree burn?

33. KEN: That's a burn where the skin has blistered.

34. MILES: I see.

35. KEN: Well, doctors for a long time have effectively treated second degree burns with tannic acid.

36. MILES: Tannic acid?

37. KEN: Yes. It's spelled t-a-n-n-i-c, tannic acid.

38. MILES: What has all this to do with ivy poisoning?

39. KEN: These doctors decided that tannic acid treatments might work with ivy poisoning.

40. MILES: And did it?

41. KEN: Yes.

42. MILES: Tell me all about it.

43. KEN: This is the way it works. . . you know how ivy poisoning looks, don't you?

44. MILES: I should say so . . Harry, you remember, used to have it every time he went into the garden.

45. KEN: That's right. So you know how those little blister-like things form on the skin.

46. MILES: Yes.

47. KEN: The first thing you do is this . . take a piece of gauze soaked in alcohol.

48. MILES: Soak a piece of gauze in alcohol. Yes?

49. KEN: And rub the tops off those little blisters. Rub real hard.

50. MILES: Doesn't it hurt?

51. KEN: These doctors said the people they tried it on liked it . . because it stopped all the itching.

52. MILES: Yes, I should think it would.

53. KEN: After you've rubbed good and hard, let the alcohol evaporate.

54. MILES: Yes.

55. KEN: Then you put on the tannic acid solution.

56. MILES: Just what is a tannic acid solution, Ken?

57. KEN: You can get it at a drug store . . this is what you ask for . . ten percent water solution of tannic acid.

58. MILES: Ten percent water solution of tannic acid . . at the drug store.

59. KEN: That's it.

60. MILES: How do you put the tannic acid on the ivy poisoning?

61. KEN: Make a pad of gauze . . you know, several layers. Soak this pad with the tannic acid and put it right on the ivy poisoning.

62. MILES: How long do you leave it on?

63. KEN: About half an hour. And do that twice a day.

64. MILES: For how many days?

65. KEN: These doctors in the Public Health Service say to use this tannic acid treatment until a crust or scab forms. And that may happen after only one or two days. And that's all, unless a new batch of poisoning breaks out.

66. MILES: And you say the itching stops in one or two days, too?

67. KEN: That's what their patients said . . and they ought to know.

68. MILES: That treatment, Ken, sounds good to me.

69. KEN: Just so you'll get it straight, Mrs. Miles, we have a Consumer Tips card with all the directions on it.

70. MILES: Good. And thanks a lot, for your facts about this new treatment for ivy poisoning . . . And now, Nancy, what have you cooked up for us today?

71. NANCY: Very mysterious, Mrs. Miles . . meat specialties.

72. MILES: Meat specialties! What do you mean!

73. NANCY: Meat that's good . ./and meat that most people meat that's inexpensive . . don't know very much about . .

74. MILES: That does sound mysterious, Nancy. Sorta reminds me of a little experience we had not long ago. Barbara wanted to fix supper for her father and me . . she kept us out of the kitchen and did everything herself . . Well, Harry and I were sitting at the table, when .. .

(PAUSE)

75. FATHER: What do you suppose that youngster's up to, Mother?

76. MILES: I'm sure I don't know, Harry . . but she surely has been having a grand time all by herself . .

77. FATHER: Well, I'm hungry enough to eat most anything at this point . .

78. MILES: Why Harry, I guess you'll get enough to . .

79. FATHER: Here she comes now . .

80. BARBARA: Hungry, family?

81. FATHER: Starved.

82. MILES: Famished.

83. BARBARA: Good. Ladies and gentlemen . . the main course this evening is Rognons de Boeuf a la Barbara.

84. FATHER: Come again.

85. BARBARA: Rognons de boeuf a la Barbara.

86. MILES: Yum, yum, Barbara . . it tastes delicious.

87. FATHER: Mmmmmmmm. . mmmmmmmmmm.

88. BARBARA: Know what it is?

89. MILES: No.

90. FATHER: Can't say that I do, either..

91. BARBARA: Well, I'm not going to tell you until you've finished eating it.

(PAUSE)

92. MILES: And there we were, Nancy . . without the slightest idea what we were eating.

93. NANCY: But you did find out, eventually.

94. MILES: Oh yes . . after we had finished. Barbara told us.

95. NANCY: What was it?

96. MILES: Beef kidney. And perfectly delicious . . and very inexpensive. Something she's learned about in school.

97. NANCY: All of which brings us right to the point I want to make today.

98. MILES: What?

99. NANCY: These meat specialties that so few of us know about.

100. MILES: You mean kidneys?

101. NANCY: Yup, kidneys, hearts, brains, tripe, tongue, liver . .

102. MILES: You know, the only one of those things I ever buy is liver.

103. NANCY: Well, all those parts of animals I just mentioned are in a class by themselves for food value. Some varieties of them often cost less than other kinds of meat.

104. MILES: They just don't sound like the kind of thing . .

105. NANCY: I know, Mrs. Miles, most of us think of steaks and chops and roasts . . and things like that . . and sometimes we find out about the cheaper cuts of meat . . but these other parts of beef and veal and pork and lamb are unknown to many of us.

106. MILES: Well, all I can say is that if all of them would taste as good as that beef kidney Barbara fixed for us . . I'm going to put them on my shopping list.

107. NANCY: You'll have to use a little good consumer sense, Mrs. Miles, when you go shopping . . so you can get lots of value for your dollar.

108. MILES: And you're going to give us some tips?

109. NANCY: Right you are. Let's start with liver.

110. MILES: All right.

111. NANCY: Liver is a food that's exceptionally high in food values . . it's exceptionally rich in vitamin A, for instance.

112. MILES: Vitamin A?

113. NANCY: Yes. A small serving of beef liver will give you several times the amount of vitamin A you need for one day . . besides a good supply of riboflavin, iron and phosphorus . . and also some thiamin, nicotinic acid and vitamin D.

114. MILES: My gracious! But Nancy, I like liver, but . .

115. NANCY: But you think it's expensive?

116. MILES: Well . .

117. NANCY: What kind of liver do you buy?

118. MILES: Calves' liver.

119. NANCY: That's the kind that many consumers seem to prefer . . but calf's liver costs the most. Try beef liver or lamb's liver . . they're mighty good, and cost much less.

120. MILES: But the taste?

121. NANCY: Many people overcook liver, Mrs. Miles . . and liver should be cooked at a very low temperature and only until the red color disappears . . that's the way any liver tastes best.

122. MILES: I'll have to try it.

123. NANCY: Next on our list is kidneys . .

124. MILES: Rognons . . as Barbara would say.

125. NANCY: Right . . French for kidneys. You know, they don't fall so far behind liver in food values. In fact, kidneys are an exceptionally good source of iron, phosphorus and riboflavin . . and have some of the other vitamins throwm in for good measure.

126. MILES: And they're inexpensive, too?

127. NANCY: The beef, veal, and hog kidneys are usually a much better buy than lamb kidneys . . lamb kidneys are usually the most expensive.

128. MILES: I see.

129.. NANCY: When you're buying kidneys . . see that they're a bright, brownish red in color.

130. MILES: So much for liver and kidneys, Nancy. Now what about some of the other meat specialties?

131. NANCY: Brains?

132. MILES: You mean you really <u>eat</u> brains?

133. NANCY: They're actually a delicacy in some countries . . but in our country some people never think of brains as a food. They cost very little, too.

134. MILES: How do you cook them?

135. NANCY: One way is to precook them in water for about ten minutes . . but don't let them boil . . and then scramble them with eggs. Delicious.

136. MILES: What should you look for when you buy brains?

137. NANCY: Brains should be firm . . and the firmest brains are calves' brains.

138. MILES: I'm sure learning a lot today.

139. NANCY: Let's see, now . . oh yes . . heart. Beef heart is usually the cheapest, cheaper than veal or lamb heart.

140. MILES: Nancy, you've given me so many new ideas about meats I can hardly wait to get to a butcher shop. I want to try out all of the things you've mentioned.

141. NANCY: There are a couple more I didn't mention, but there isn't time today.

142. MILES: What I'm worried about is how I'm going to remember what you have told me.

143. NANCY: Our Consumer Tips card, Mrs. Miles on meat specialties. It will have facts about these different meat foods and how to buy them . .

144. MILES: I'm glad of that. And anyone can get a copy?

145. NANCY: Yes, free. , our announcer, will tell you all about it in just a few minutes.

146. MILES: Thank you, Nancy, for all your new facts. And now, let's hear from our Consumers' Counsel, Donald Montgomery.

147. MONTGOMERY: Walking along the street a few days ago, I noticed some people staring into a store window . . they seemed to be having fun. When I reached the store I saw what was amusing them. It was a pet shop, and in a cage inside the window were several small puppies just having a whale of a good time . . tumbling over one another . . running around . . play-fighting. I stood there for a minute or two, smiling and laughing with the rest of the people. Those pups looked mighty healthy . . their coats were shiny . . their eyes were bright . . they certainly had plenty of pep . . and they most assuredly would grow up and be strong and healthy animals.

Just as I was about to turn away, I glanced back into the shop. Standing there was the owner of the pet shop. He had a nice, kindly face. He was proud of his pups . . proud of the attention they were getting . . proud of the fact that his puppies were healthy.

But all of a sudden I was struck by this man's appearance. He was so thin I almost wondered when he had eaten last. His cheeks were sunken. His skin didn't look healthy . . it was almost gray.

The contrast between the healthy pups and the unhealthy looking man set me to thinking. Puppies, in order to stay healthy, must be fed right . . they must get the right kinds of food to make their coats shiny, their

eyes bright, and their little bones straight and strong. Otherwise they get diseases . . and don't grow up to be strong and healthy . . and the dealer loses money.

It's funny, I thought to myself, that that man seemed to know so much about how to feed his pups . . and seemed to know so little about how to feed himself.

And then I thought about some farmers I know . . how much time and thought they spend on feeding their cattle and other animals . . feeding them properly and scientifically . . so they will be good, strong, healthy animals and will make him a good profit. And I wondered just how few of those same farmers spent any time at all thinking about the food their wives and children get.

A little later, in my office, I ran across something that Sir John Orr, an Englishman, one of the world's greatest nutrition experts, said, "The trouble with you parents," he said, "is that you raise children not for profit . . but for love, and so you don't care abo them. If you raised them like little hogs, you would build a marvelous human race."

Well, we want to build a marvelous human race, don't we? And that means we have to see that everyone gets enough to eat . . and everyone gets enough of the right kinds of food. It's a big problem, but we've

got to lick it. And one way to tackle it is to give as much care to feeding people as we now give to feeding animals.

148. MILES: Thank you, Mr. Montgomery. And now it's time to ring the chime and announce this week's new name on the Consumers' Honor Roll.

149. SOUND: NOTE ON CHIME

150. KEN: Bronxville, New York. Students of Sarah Lawrence College go on the Honor Roll this week for their part in getting a low-rent, slum clearance housing project in Tuckahoe, New York.

Last month the Tuckahoe Housing Authority granted the money for the project. The grant was a direct result of a student survey of local housing conditions. This survey was a project of a class called - Living in the Community. The girls spent 3 months on it. When they had finished collecting and adding up all the facts they could find about bad housing conditions in a certain community, they sent their results to the Housing Authority. As a result the Government is going to clean up those bad conditions.

So successful was the class with this project, the Yonkers Housing Authority asked them to conduct a survey for <u>them</u>.

(MORE)

KEN: CONTINUES — For carrying on an educational process that teaches the real facts about living, the students of Sarah Lawrence College, get Honor Roll mention today.

151. SOUND: NOTE ON CHIME

152. MILES: Thank you, Ken. And now, quickly, what is scheduled for next week's CONSUMER TIME?

153. NANCY? Hints for Home Laundering.

154. KEN: Facts about Margarine.

155. MILES: Good. Hints about home laundering and facts about margarine for CONSUMER TIME next week. All right, tell us about those Consumer Tips cards.

156. ANNOUNCER: Two cards to tell you about this week . . Consumer Tips on those meat specialties Nancy told you about, and the new treatment for ivy poisoning.

Consumer Tips on meat specialties give you the facts about food value, and how to buy liver, heart, kidneys, and all the rest. Consumer Tips on treating ivy poisoning tell you the facts about how to treat ivy poisoning.

Here is all you have to do to get your copies of these Consumer Tips . . Send a penny post card to Consumers' Counsel, Department of Agriculture, Washington, D. C. Give us your name and address and the call letters of the station over which you heard this program. Ask

for Consumer Tips on Meat Specialties, and Consumer Tips on Treating Ivy Poisoning. They're absolutely free.

Here's that address again . . Consumers' Counsel, Department of Agriculture, Washington, D. C. A penny postal is all you need, with your name and address and the call letters of the station over which you heard this program. And just ask for your free copies of Consumer Tips on Meat Specialties and Consumer Tips on Treating Ivy Poisoning.

Listen in next week, at this same time, when CONSUMER TIME will again be presented by your Consumers' Counse in the Department of Agriculture, in cooperation with Defense and Non-Defense Agencies of the United States Government working for consumers.

Heard on today's program were Nell Fleming, Nancy Ordway, Frances Adams, Ken Banghart and Cy Briggs.

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